

Communications and Marketing Activities Report

Tab 21

Background:

TCDD Communications Director Joshua Ryf will provide an update on communications and marketing activities for the previous quarter. Data and details of these activities are included in the enclosed report.

Council — Agenda Item 11

Expected Action:

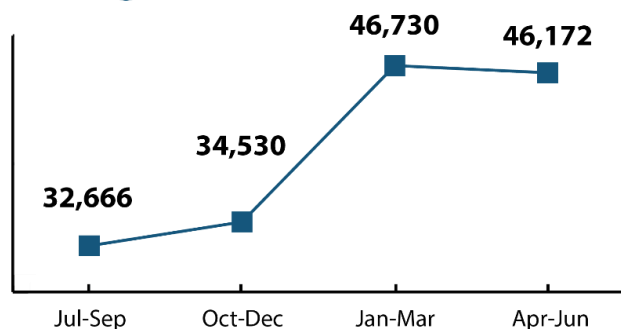
The Council will discuss the report and may provide further guidance to staff.

Communications and Marketing Activities Report August 2017

Website



Website Visits

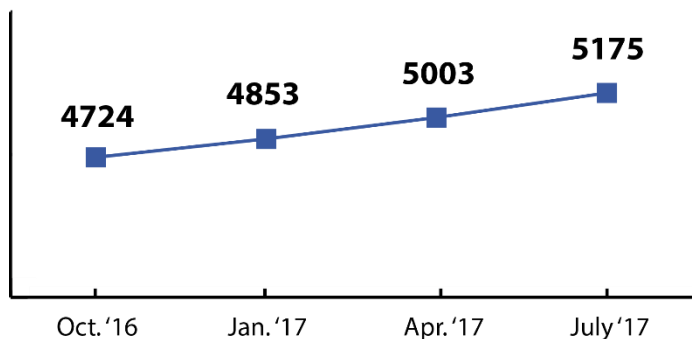


Top 20 Webpages Visited

Pages highlighted in bold feature original TCDD content designed to educate the public.

Webpage	Number of Visits
Total webpage visits for quarter	46,172
Workplace Bullying: Know Your Rights	5,247
People First Language	4,276
Texas Council for Developmental Disabilities Home Page	4,197
Updated Texas Service Dog Law 14 Facts for 2014	3,246
Texas Legislature	1,874
Get Ready for the 85th Texas Legislative Session	1,179
Supported Decision-Making	1,026
Funding Available	825
Legislative Bill Tracking	744
What is a Developmental Disability?	706
Guardianship Alternatives	601
Texas Partners in Policymaking Seeks Applicants	506
Legislative Advocacy Tips	492
Mental Health Bill Tracking	407
Healthcare Bill Tracking	403
Update: Autism Services in Texas	393
Fact Sheets and Issue Briefs	344
House and Senate Budget Comparison	317
Staff Directory	312
About Us	311

Facebook



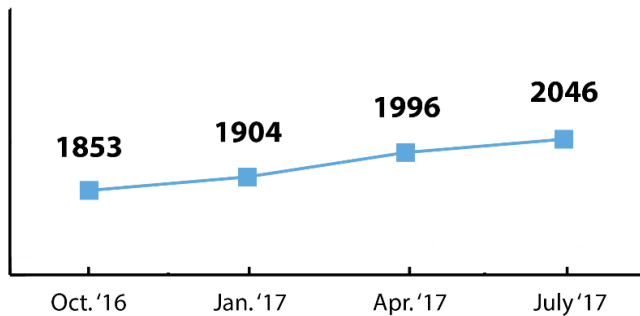
Top Facebook Posts

Post Message	Total Reach
Water Park for People with Disabilities Set to Open in San Antonio	7,396
Driving school in Katy teaches people with disabilities	4,097
The deadline to apply for the 2017-2018 class of Texas Partners in Policymaking is May 1, 2017.	3,583
HELP AVAILABLE TO RESOLVE MEDICAID ISSUES	2,291
State agency mulls rate reductions for Medicaid disability services	2,107
HELP AVAILABLE TO GET THERAPY ASSESSMENTS	2,066
RFP to Establish Texas Statewide Sibling Network	2,041
State Budget Update: What You Need to Know	1,998
UPDATES: SUBMITTING COMMENTS TO HHSC	1,531
PROJECT HIRE CELEBRATES END OF GRANT	1,364
Upcoming Advocacy Opportunities for Texans	1,218
ADVOCACY OPPORTUNITY: HCS & TxHmL RATE CUT HEARING	1,211
The Texas Council for Developmental Disabilities will hold its quarterly Council and Committee meetings Wednesday, May 3 through Friday, May 5, 2017.	1,121
CYSHCN SURVEY FOR YOUNG ADULTS & FAMILIES	1,117
TCDD Council member Ruth Mason waits to provide testimony during today's Senate Health & Human Services Committee hearing.	1,114
Texas lawmakers to start debating special education bills Tuesday	1,044
RFP to Develop the Next Generation of DD Policy Professionals	1,011

Reach: the number of unique people who received impressions of a Page post

Twitter

Twitter Followers



Top Tweets

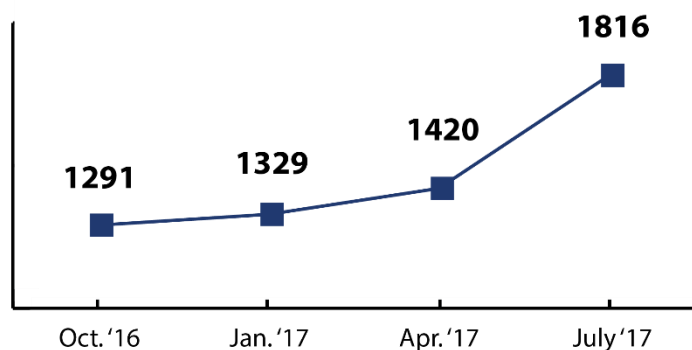
Tweet	Total Impressions
Project HIRE helped over 50 students with DD pursue certificate-level degrees at @STCPR.	1,683
Wednesday: Senate Health and Human Services Committee to consider multiple bills related to SSLCs.	1,177
Committee hearings next week: <ul style="list-style-type: none"> • House Human Services • House Elections • Senate Education • More 	927
.@RealEconImpact to host webinar (6/8) about the impact earnings may have on SSI & Medicaid benefits.	888
GCPD seeks artwork from Texans with disabilities for 2017 NDEAM poster contest. Deadline June 12.	879
State Budget Update: Learn how disability-related programs could be affected by the House & Senate budgets.	871
April is #Autism Awareness Month and Autism Acceptance Month. Learn more: http://bit.ly/2nIHdwp	812
Thanks to @TANOorg for sharing information about our #grants: <ul style="list-style-type: none"> • Sibling Network • DD Policy Fellows • More 	812
WATCH NOW: Senate Health & Human Services Committee to address multiple bills related to SSLCs.	792
House Public Education Committee to discuss HB 674 (prohibit out-of-school suspension for students under 6).	761

Impressions: the number of times a tweet has been seen

Email



Email Subscribers



Email Messages

The following emails were sent to eNews subscribers.

Email Subject	Open Rate	Click Rate
RFP to Establish Texas Statewide Sibling Network	28.71%	3.08%
TWC Seeks Applicants for Purchasing from People with Disabilities Advisory Committee	26.27%	2.04%
Advocacy Opportunities in Texas (Sent May 17, 2017)	25.18%	1.92%
Upcoming Advocacy Opportunities for Texans (Sent May 11, 2017)	24.86%	2.57%
RFP to Develop the Next Generation of DD Policy Professionals	24.82%	1.96%
Webinar: How Will Earnings Affect Your Benefits?	24.44%	4.65%
Upcoming Advocacy Opportunities for Texans (Sent June 9, 2017)	24.36%	1.60%
Apply for Texas Partners in Policymaking	23.60%	2.53%
TCDD Seeks Grant Review Panel Members	23.58%	4.95%
GCPD Seeks Artwork for Poster Contest	23.24%	2.19%
Advocacy Opportunities in Texas Next Week (April 11, 2017)	23.01%	3.07%
Upcoming Advocacy Opportunities (April 19, 2017)	22.70%	1.98%
Legislative Hearings: April 10-11	22.49%	1.17%
Advocacy Opportunities in Texas Next Week (June 13, 2017)	22.01%	1.77%

I & R Requests and Distribution

Information and Referral (I&R) Requests: Staff responded to 61 requests for information and referral.

Printed Materials Distributed:

- Funding Opportunities — 13
- Become A Council Member — 10
- People First Language Handout — 86
- Biennial Disability Report in English — 1
- Higher Education Guide in English — 62
- Higher Education Guide in Spanish — 24
- Alternatives to Guardianship: Supported Decision-Making — 20
- Next Step DVD — 15
- Next Step DVD Booklet — 6

Blog Posts

Stay Informed with TCDD's Bill Tracking Reports

TCDD has analyzed over 500 bills that could affect Texans with disabilities and their families. Check out our easy-to-use Bill Tracking Reports to learn about the bills that could impact you.

State Budget Update: What You Need to Know

The Texas House and Senate each approved their versions of the 2018-2019 biennial budget. TCDD compared the budgets and analyzed how disability-related programs and services in Texas could be affected.

RFP to Develop the Next Generation of DD Policy Professionals

TCDD issued an RFP to fund up to two organizations to hire and support a full-time Policy Fellow to develop an understanding of policy and build skills to promote self-determination and self-advocacy.

RFP to Establish Texas Statewide Sibling Network

TCDD issued an RFP to establish a Texas Statewide Sibling Network that will help siblings learn about disability-related issues and develop advocacy skills. The deadline to submit a proposal is June 14, 2017.

Short Notice for Legislative Hearings

As the legislative session winds down, the legislative process will tighten and hearings may be posted with less notice. In some cases, TCDD may share hearing information via social media instead of email.

Older Americans Month 2017

May is Older Americans Month. Advancements in medicine, public policy changes, and greater community inclusion has led to improved life expectancies and quality of life for older adults with DD.

Radames Fuentes Joins TCDD as Grants Management Specialist

Fuentes is a retired U.S. Army veteran with extensive experience in logistics, planning, and contract compliance monitoring.

Provide Your Feedback about VR Services

The Texas Workforce Commission is seeking feedback to improve vocational rehabilitation (VR) services. Provide your feedback at a regional town hall meeting or via email.

2017 Update: Transition to Managed Care in Texas

Many Texans with disabilities will transition from traditional Medicaid to Medicaid managed care and how you receive your health care could change.

RFP for Leadership and Advocacy Training by Self-Advocates

TCDD issued an RFP to fund one local self-advocacy organization to provide leadership development and advocacy skills training. The deadline to submit a proposal is August 30, 2017.

RFP for Peer Supports Training Program

TCDD issued an RFP to fund one organization to develop and pilot a peer supports training program. The deadline to submit a proposal is August 30, 2017.

TCDD at Disability-Related Events

To raise awareness about TCDD and the opportunities we provide for people and organizations to get involved with TCDD, we had a presence at the following events this year.

Event	Location	Received TCDD Info	Email Subscribers	Potential Council Members
CTAAFSC	Austin	15	7	0
AADMD Conference	Houston	15	7	0
Texas Parent to Parent Conference	San Marcos	100	78	0
Totals		130	92	0

Upcoming events

- July 25–28 — AAIDD Conference (Houston)*
- July 28–30 — Texas Advocates Conference (Corpus Christi)
- July 29 — Adventures in Autism (Denton)*
- September 25–28 — PACSTX Conference (Fort Worth)
- September 22–24 — Texas Tribune Festival (Austin)*
- October 4–5 — Autism Conference (Harris County)
- November 2–4 — NAMI Texas Conference (Austin)
- November 3–4 — The Arc of Greater Houston Positive Futures Conference (Houston)

TCDD may have a presence at events marked with an asterisk (*).